

TITLE: Events Specialist

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DEPARTMENT: City Manager's Office-Administrative

STATUS: Exempt

REPORTS TO: Director of Economic Development

REVISION DATE: October 2015

PURPOSE OF POSITION:

The purpose of this position is to plan, organize, coordinate and implement a variety of special events, projects, and activities that are designed to meet the needs of Clayton residents and businesses.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

1. Develops, creates and enhances special events for the business, regional, and residential community.
2. Develops and creates sponsorship proposals related to City of Clayton events.
3. Markets all special events through press releases, flyers, city website, brochures, direct mail, and social media.
4. Acts as liaison to City of Clayton and County community organizations in assisting and/or developing community wide special events.
5. Recruits and trains volunteers within the community to assist with programs and special events.
6. Evaluates each special event for the Director of Economic Development.
7. Develops annual goals and objectives related to special events.
8. Contributes to and is accountable for the development and administration of the annual events budgets; monitors and controls events revenues and expenditures; researches, analyzes and develops cost estimates and justifications for budget recommendations; researches and pursues possible revenue sources.
9. Meets with local retailers and restaurants for the purpose of leverage event efforts and maximizing business community support.
10. Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

Bachelor's Degree in Park and Recreation, Administration or closely related field from an accredited institution. Must have a minimum of three (3) years of experience specializing in event planning or closely related field. Must have valid driver license.

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to supervise and plan detailed activities and events and follow through with implementation and evaluation.
- Knowledge and skill in public relations and marketing techniques and methods.
- Knowledge of modern theories, principles and practices of event planning, marketing, and administration.
- Ability to recruit volunteers.
- Ability to supervise volunteers, City staff, and third-party contractors.
- Ability to effectively communicate verbally and in writing.
- Skill in the preparation of clear and precise administrative reports.
- Ability to develop, interpret and implement local policies and procedures; written instructions, general correspondence; Federal, State, and local regulations.
- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.

- Ability to maintain discretion regarding business-related files, reports and conversations, within the provision of open records law and other applicable State and Federal Statutes and Regulations.
- Organizational and time management skills needed to meet deadlines.
- Must have ability to work accurately with attention to detail.
- Advanced computer skills with thorough knowledge of Microsoft Office applications and social media.
- Ability to develop excellent working relationships.
- Strong organizational and multi-tasking skills in a fast paced environment.
- Strong customer/constituent focus.
- Ability to track and maintain budget expenses.
- Knowledge in event organization, including arranging of venues, catering and associated needs.
- Excellent proofreading skills with a keen attention to detail.
- Knowledge of trade-shows, RFI's and client development activities.
- Knowledge of business English, spelling and arithmetic.
- Knowledge of the organization and functions of the department and of general administrative policies and practices.
- Ability to keep office records and to prepare accurate reports from file sources.
- Ability to perform and organize work independently.
- Ability to prepare effective correspondence on routine matters and to perform routine office management details without referral to supervisor.
- Ability to maintain effective working relationships with other employees and the public and to deal with public relations problems courteously and tactfully.
- Ability to establish and maintain effective and professional working relationships with vendors, staff, and governmental officials.
- Knowledge of current office practices and procedures and knowledge of the operation of standard office equipment and softwares.
- Ability to prepare and maintain accurate and concise records and reports.
- Ability to understand and effectively carry out verbal and written instructions.
- Ability to communicate effectively with other members of the staff, supervisor, and the public.
- Ability to communicate in both written and verbal form.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to maintain discretion regarding business-related files, reports and conversations, within the provision of open records law and other applicable State and Federal Statutes and Regulations.
- Organizational and time management skills needed to meet deadlines.
- Must have ability to work accurately with attention to detail.
- Ability to maintain confidentiality.
- Ability to work the allocated hours of the position.

PHYSICAL REQUIREMENTS

The employee is subject to inside and outside environmental conditions including, extreme cold, extreme heat, insects and chemicals including insecticides, chemicals used on ball fields and grass at specific venues.

WORK ENVIRONMENT

Works in an office setting, in generally comfortable conditions, although employees are subject to indoor and outdoor environmental conditions. Outdoor conditions may include weather extremes, hazardous project locations, chemical/fumes exposure and insects.

In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.